

FY 2010 Q1 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Report Settings

Display Depth: * Show All * Status Filter: * Show All *

Showing Tactics: Yes Responsible Partner Filter: MTTA

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.3.2.19: MTTA implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Latonna Old Elk			
1.1.3.2.19.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Latonna Old Elk			
1.1.3.3.19: MTTA conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Latonna Old Elk			
1.1.4.3.19: MTTA provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Latonna Old Elk			
1.1.4.3.19.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Latonna Old Elk			
1.1.4.3.19.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Latonna Old Elk			
1.1.4.3.19.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Latonna Old Elk			
1.2.2.19: MTTA provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Latonna Old Elk			
1.2.2.19.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Latonna Old Elk			
1.2.2.19.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Latonna Old Elk			
1.2.2.19.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Latonna Old Elk			
1.2.2.19.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Latonna Old Elk			
1.2.4.4: MTTA address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations,		Latonna Old Elk			

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tribes, etc.					
1.2.4.4.1: Prioritize issues and identify potential inter-agency policy actions annually.	Tactic	Latonna Old Elk	○	○	○
1.2.4.4.2: Address priority issues and report annually to tourism and recreation industry partners.	Tactic	Latonna Old Elk	○	○	○
1.4.1.1.12: MTTA use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.	○	Latonna Old Elk	○	↑	L
1.4.1.1.12.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Latonna Old Elk	○	○	○
1.4.1.1.12.2: Use creative venue ideas for recruitment of conventions.	Tactic	Latonna Old Elk	○	○	○
1.4.1.2.8: MTTA develop artisan/craftsmen trails to highlight Montana's history and culture.	○	Latonna Old Elk	○	↑	L
1.4.1.2.8.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Latonna Old Elk	○	○	○
1.4.1.3.3: MTTA enhance the online statewide calendar of arts/culture/historical/tribal events.	○	Latonna Old Elk	○	→	L
1.4.1.3.3.1: Encourage regional, local, and tribal stakeholders to contribute to and use the online calendar.	Tactic	Latonna Old Elk	○	○	○
1.4.1.4: Enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	○	Latonna Old Elk	○	↑	L
1.4.1.4.1: MTTA enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	○	Latonna Old Elk	○	↑	L
1.4.1.4.1.1: Establish reciprocal promotion efforts between MTTA and Travel Montana.	Tactic	Latonna Old Elk	⊗	○	○
1.4.1.4.1.2: Offer specialized tourism training content for tribal representatives (i.e. tour guide development, business of tourism, etc.).	Tactic	Latonna Old Elk	⊗	○	○
1.4.2.2: Augment tourism facilities, services, and marketing capacity within Montana Indian reservations.	○	Latonna Old Elk	⊗	↑	L
1.4.2.2.1: MTTA augment tourism facilities, services, and marketing capacity within Montana Indian reservations.	○	Latonna Old Elk	○	↑	L
1.4.2.2.1.1: Enhance educational and tourism-related facilities, services, artisan displays/galleries, and interpretation on MT's Indian reservations, including receptive tour services, interpretation, dining, lodging, retail, encampments, pow wows, etc.	Tactic	Latonna Old Elk	⊗	○	○
1.4.2.2.1.2: Identify and prioritize a list of needs for each Montana Indian reservation.	Tactic	Latonna Old Elk	⊗	○	⊗
1.4.2.3.2: MTTA improve infrastructure at historic, tribal,	○	Latonna	●	→	H

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and cultural sites to expand visitation and seasons.		Old Elk			
1.4.2.3.2.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	Latonna Old Elk	⊗	⊗	⊗
1.4.2.3.2.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	Latonna Old Elk			
1.4.3: Continue efforts to preserve Montana tribal culture (stories, language preservation, cultural preservation workshops, tribal museums/interpretive centers, tribal arts).	○	Latonna Old Elk	○	↑	L
1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.	○	Latonna Old Elk	○	↑	L
1.4.3.1.1: Encourage efforts to preserve oral histories and languages of Montana's Indian people and their places as told by tribal members.	Tactic	Latonna Old Elk	○	⊗	○
1.4.3.1.2: Collaborate to promote tribal culture, heritage, and cultural tourism through workshops and other educational events for the benefit of reservation residents and visitors.	Tactic	Latonna Old Elk	○	○	○
1.5.1.2.18: MTTA expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Latonna Old Elk	●		
1.5.1.2.18.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Latonna Old Elk	⊗	⊗	⊗
1.5.1.2.18.2: Package and promote to targeted resident and nonresident markets.	Tactic	Latonna Old Elk	○	○	○
1.5.2.2.2: MTTA conduct entrepreneurship training for tourism/recreation businesses and "Indian-preneurs."	○	Latonna Old Elk	★	↑	L
1.5.2.2.2.1: Encourage development of tourism training for business owners/managers through Indian-preneur/NxLevel courses, tourism marketing workshops, financial management and workforce issues classes, and others tailored to tourism industry issues and needs.	Tactic	Latonna Old Elk	⊗	○	○
1.10.2.18: MTTA create public/private/tribal partnerships for cooperative project implementation.	○	Latonna Old Elk	⊗	→	L
1.10.2.18.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Latonna Old Elk	⊗	○	○